

201 GNRG N'Lab

MISSION CRITICAL

Mission #1 Briefing

Glossary of terms: - Mission Briefing, a mission briefing's goal is to secure a coordinated or unified effort toward accomplishing the mission. It often involves the exchange of information, the announcement of decisions within a command, the issuance of directives, or the presentation of guidance.

Mission #1: Presenting the SECRETS OF SOCIAL INNOVATORS, Friday 9/13
(**Discover, Design, Develop** or **Research, Design, Develop** or **R2D=do**)

SITUATION

- Social innovators invent creative solutions to the world's biggest problems.
- They don't wait for someone else to change the world. They do it themselves.

MISSION / EXECUTION

- **Discover the mindset and secrets of a social innovator**
- **Explain how these insights will help you innovate**
- **Connect your analysis with things we've learned in the lab - "Fiero" "10 Faces" etc**
- We need each member of the crew to formalize their ideas and be ready to present 6 minutes of the *Why, What and How* of their discoveries.
- This presentation should look like a flawless TED talk when we're done. **Great visuals and compelling stories.**
- The crew needs to step up and get this done. We need outstanding leadership from every member of every team.

COMMUNICATIONS

- We need to communicate this plan among ourselves clearly until everyone one has a detailed "to do" list and is ready to DO.
- We need to maintain communication and efforts over the week and be prepared to finalize the mission at the start of Friday B-block.
- We will communicate in an effective manner that inspires each of us to move forward and clearly extends assistance wherever and whenever assistance is needed.

SERVICE SUPPORT

- We are on our own and have complete responsibility to execute this mission. There will be no rescue.
- We need varsity players to make this work. Slackers and lost souls will destroy the success of the mission. **If you do not know what you need to do to make us all successful then we have all failed.**

RISKS – CONCERNS

- We need to watch out for clueless apathy. It is time to put on your big boots and get to stomping.
- If you do not know what to do, ask for help and then work twice as hard, because you just wasted the limited time of at least two people.

COLLABORATE - Use these questions to guide the mission briefing discussion

- How do you interpret the "R2D=do" method?
- What other pieces do you have to add?
- What are your concerns?